



Course Specifications

Course Title:	Intensive English 1 (A1)
Course Code:	ACE 101
Program:	Digital Design Associate Diploma (Online)
Unit:	English Language Unit (ELU)
College:	The Applied College (KAU-AC)
Institution:	King Abdulaziz University, Jeddah

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A. Course Identification

1. Credit hours:	4
2. Course type	
a.	University ☒ College ☐ Department ☐ Others ☐
b.	Required ☒ Elective ☐
3. Level/year at which this course is offered: First Quarter / First Year Students	
4. Prerequisites for this course (if any): N/A	
5. Co-requisites for this course (if any): N/A	

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	15	100%
2	Blended		
3	E-learning		
4	Correspondence		

No	Mode of Instruction	Contact Hours	Percentage
5	Other		

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours: 15 hours/ week		
1	Lecture	12 hrs/week
2	Laboratory/Studio	2/week
3	Tutorial	1 hr/week
4	Others (specify)	
	Total	15 hrs/week
Other Learning Hours*		
1	Study	N/A
2	Assignments	N/A
3	Library	N/A
4	Projects/Research Essays/Theses	N/A
5	Others (specify)	N/A
	Total	N/A

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

1. Course Description

This course has been designed to expose students to use English for everyday purposes related to work, school and social life. It provides students with opportunities to combine both meaning and effectiveness of learning in authentic environments. The course also takes an approach to broaden students' horizon by personalizing the target language. Then, students become able to express themselves with their opinions and ideas using enjoyable and useful topics, communicative functions, and grammar as a means to achieve proficiency in the use of English.

2. Course Main Objective

1. Read an article/paragraph and indicate comprehension by answering questions in different ways such as: completing a true or false, MCQs, matching, short answers (whichever applicable), and finally writing a similar paragraph on some topics
2. Learn vocabulary and develop skills to use those target words. The learners learn such items through word maps and collocation exercises so they can make use of the context
3. Listen to model conversations that include listening for gist, details, structures and inferring meaning from context.
4. Prepare presentations individually and in groups. This will be part of the learning tasks likely to enable their skills and facilitate them to communicate with others in different situations.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	By the end of the course, the student will be able to: Introduce himself using the target language,	
1.2	Know words and their multiple meanings as nouns, verbs etc.	
1.3	Develop cognitive skills following different sources, material and examples	
2	Skills :	
2.1	Teaching strategies to be used to develop these cognitive skills	
2.2	Teaching comprehension through classroom instruction as well as demonstration and role playing.	
2.3	The resources used for knowledge development can be used for cognitive development of skills as well.	
2...		
3	Competence:	
3.1	Be able to describe people, objects, places etc...	
3.2	Categorize things with reasons	

C. Course Content

No	List of Topics	Contact Hours
1	Hello	15
2	Holidays	15
3	Family & Friends - Cities	30
4	My things - we love it!	30
5	Daily Life - Work and Study	30
6	Travel -	15
7	Famous people	15
8	True stories	15
9	The Weekend - IELTS Practice Test	15
Total		180

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.1	By the end of the course, the students will be able to: Demonstrate basic grammar, vocabulary and skills usages.	Teaching strategies to be used to develop that knowledge: E-Learning resources i.e. Blackboard, lecturing, using whiteboard, pictures, charts, videos, data show, PowerPoint presentations, class discussions, pair work, group work, students projects, internet exercises, homework assignments, class presentations, and more.	Methods of assessment of knowledge acquired: Class participation and discussion, assignments, students' presentations of course topics, quizzes, mid-term and final exams.
1.2	Demonstrate Practicing the knowledge gained through the learning material in the classrooms	Teaching strategies to be used to develop these cognitive skills Teaching comprehension through classroom instruction as well as demonstration and role playing.	Methods of assessment of students cognitive skills Class participation and discussion, assignments, students' presentations of course topics, quizzes, mid-term and final exams.
1.3	Develop their understanding of the systematic relationship between lexical structures and producing them through guided writing or speaking activities. In short, the target learners will be able to learn and practice as to how to use language in both the written and spoken mode of communication.	The resources used for knowledge development can be used for cognitive development of skills as well.	Methods of assessment of students' cognitive skills Class participation and discussion, assignments, students' presentations of course topic, quizzes, mid-term and final exams.
2.0	Skills		
2.1	Description of the interpersonal skills and capacity to carry responsibility to be developed	Teaching strategies to be used to develop these skills and abilities will be the main mode of the teaching.	Methods of assessment of students' interpersonal skills and capacity to carry responsibility
2.2	Using language among the peers, with the teacher, in the classroom, at important public places. Learning	Demonstration, actual role playing, contextual use and over all expression	Class participation and discussion, assignments, students' presentations of course

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	polite manners and specific ways to use the language in a given context		topics, quizzes, mid-term and final exam.
3.0	Competence		
3.1	Description of the skills to be developed in this domain. Telling the relevance of the modern and sophisticated information technology and learning to use them in appropriate manner for educational development.	Teaching strategies to be used to develop these skills Using technology in general and media (internet.. etc) in particular that help learners to acquire a foreign language like English.	Methods of assessment of students' interpersonal skills and capacity to carry responsibility
3.2	Description of the psychomotor skills to be developed and the level of performance required Active use of language labs, computers and other media technology that JCC has already provided for better output.	Teaching strategies to be used to develop these skills Media use, role playing, lecturing, using board, data show, PowerPoint presentations, class discussions, group work, students projects, internet exercises, homework assignments, class presentations, and more.	Class participation and discussion, assignments, students' presentations of course topics, quizzes, mid-term and final exam.

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Grammar & Vocabulary Quizzes		
2	Listening Quizzes		
3	Reading & Writing Quizzes		
4	First periodic exam (Grammar/Voc. & R/W)		
5	Second periodic exam (Grammar/Voc. & R/W)		
6	Listening & Speaking Tests		
7	Final exam (Grammar/Voc. & R/W)		

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

Counseling Services are available to support all the students. All Instructors are within reach of the students (via Zoom, by phone, WhatsApp, Blackboard, Google classroom or through email).

Instructors are available during the normal hours (8:00 a.m. to 2:00 p.m.) Sunday through Thursday on campus.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Life A1 Beginner: National Geographic Learning (NGL) AUTHORS: John Hughes; Paul Dummett; Helen Stephenson
Essential References Materials	N/A
Electronic Materials	Blackboard, BB Ultra Virtual Classroom, online learning resources through YouTube and other social media are utilized
Other Learning Materials	https://www.ngllife.com/student-zone https://www.ngllife.com/content/test-centre

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	More Language Labs are required. E-classrooms need to be set up
Technology Resources (AV, data show, Smart Board, software, etc.)	Use of smart board and sophisticated software for learning a language
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	-

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Extent of achieving learning outcomes	Assessment by teachers using students' oral, written and presentation	Marking oral, written and presentation of work by teachers directly

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	English Language Unit (ELU)
Reference No.	
Date	17-4-2022



Course Specifications

Course Title:	Computer for Graphics
Course Code:	ACGD101
Program:	General Associate Diploma in Digital Design
Department:	Computer and Information Technology
College:	The Applied College
Institution:	King Abdulaziz University

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A. Course Identification

1. Credit hours: 3 Credit hours			
2. Course type			
a.	University ☐	College ☐	Department ☒
b.	Required ☒	Elective ☐	Others ☐
3. Level/year at which this course is offered: 1 st Year, semester 1			
4. Pre-requisites for this course (if any): Not Applicable			
5. Co-requisites for this course (if any): Not Applicable			

Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom		
2	Blended		
3	E-learning	15	100%
4	Distance learning		
5	Other		

Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	7
2	Laboratory/Studio	8
3	Tutorial	
4	Others (specify)	
	Total	15

B. Course Objectives and Learning Outcomes

1. Course Description

This course is an introductory course to computer for print design methods and techniques including the use of appropriate desktop publishing tools for pre-media layout and design and the use of drawing tools, including composition and image manipulation and editing for design purposes.

2. Course Main Objective

Student gain hands on experience in developing the necessary basic skills and techniques for using traditional and contemporary graphical design within pre-media approach. Understand and react to the concept of the design brief in the area of design technology using digital practical skills.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Recognize the main component for pre-media devices	K1

CLOs		Aligned PLOs
1.2	Reproduce and digitize graphical assets in convenient format for media procedures.	K3
1.3	Name and effectively grasp of DTP devices and tools and utilize them in creating design solutions for different media based on its brief.	K1, K2
2	Skills:	
2.1	Prepare relevant application/s “Adobe CS/CC”, file formats and any pre-press electronic high-end requirements to the design process and use peripheral devices for sourcing and storage as required.	S2
2.2	Reconstruct famous graphical work and discuss the work of peers through classroom.	S4
2.3	Demonstrate the ability of using different Adobe CC graphic application software/hardware to process designs in the area of media technology.	S2, S4
3	Values:	
3.1	Demonstrate professional practical skills and ability to solve problem by following instructions.	V1, V2
3.2	Appraise to use computer such as internet facility, Learning Management System (Blackboard) etc.	V2

C. Course Content (Up to 9 topics)

No	List of Topics	Contact Hours
1	Premedia Introduction	1
2	Basics of Image manipulation	2
3	Design Brief	1
4	Introduction to Digital Images & Editing	2
5	Learn image enhancement	1
6	Object graphics	2
7	Work with elements of graphics	2
8	Layout Work	2
9	e-Publishing and Interactive pages	2
Total		15

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Recognize the main component for pre-media devices	Discussions	Forum
1.2	Reproduce and digitize graphical assets in convenient format for media procedures.	Online lecture View tutorials Laboratory exercise	Assignment Quiz 1 - 5 Final exam
1.3	Name and effectively grasp of DTP devices and tools and utilize them in creating design solutions for different media based on its brief.	Online lecture View tutorials Laboratory exercise	Forum Assignment Quiz 1 - 5 Final exam

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
2.0	Skills		
2.1	Prepare relevant application/s “Adobe CS/CC”, file formats and any pre-press electronic high-end requirements to the design process and use peripheral devices for sourcing and storage as required.	Textbox reading Online lecture View tutorials Laboratory exercise	Quiz 1 - 5 Assignment Final exam
2.2	Reconstruct famous graphical work and discuss the work of peers through classroom.	Textbox reading Online lecture View tutorials Laboratory exercise	Quiz 1 - 5 Assignment Final exam
2.3	Demonstrate the ability of using different Adobe CC graphic application software/hardware to process designs in the area of media technology.	Textbox reading Online lecture View tutorials Laboratory exercise	Quiz 1 - 5 Assignment Final exam
3.0	Values		
3.1	Demonstrate professional practical skills and ability to solve problem by following instructions.	Laboratory exercise	Quiz 1 - 5 Assignment Final exam
3.2	Appraise to use computer such as internet facility, Learning Management System (Blackboard) etc.	Blackboard Online lecture Tutorials	Quiz 1 - 5 Assignment Forum Final exam

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quizzes	2, 3, 5, 7, 9	20%
2	Assignment	4	6%
3	Forum	5	4%
4	Final Exam	10	70%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

- The faculty members are required to display at the front of their office a schedule dividing into lecture hours and e-office hours.
- The e-office hours are available for individual student's consultation and counselling, which is on average 30-45 minutes per course per day.
- Beside each faculty member provides counseling to their students, there are also other sources of counseling to students. These are college admission office and counsel and alumni office.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	A Guide to Graphic Print Production: 3rd Edition, Kaj Johansson & Peter Lundberg & Robert Ryberg & Bokförlaget Arena, John Wiley & Sons, Inc., 2011. Graphic Designer's Guide to Effective Visual Communication, Carolyn Knight, Rotovision, 2005. Adobe Photoshop Adobe, Illustrator, InDesign, Animate, XD Classroom in a Book The official training workbook from Adobe, 2022.
Essential References Materials	Recorded Lectures Adobe Tutorials
Electronic Materials	e-Textbooks YouTube Tutorials
Other Learning Materials	lms.kau.edu.sa

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Blackboard system
Technology Resources (AV, data show, Smart Board, software, etc.)	• Personal computers for the instructor and students • Internet connection • Adobe CC applications
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Not applicable

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Teaching and assessment	Students, Coordinator	Course report form, university survey
Achievement of course learning outcomes	Students	University survey
Quality of learning resources	Students, faculty	University survey

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	CIT Department Council
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Reference No.	
Date	11 th October 2022



Course Specifications

Course Title:	Core Visual Design
Course Code:	ACGD102
Program:	General Associate Diploma in Digital Design
Department:	Computer and Information Technology
College:	The Applied College
Institution:	King Abdulaziz University

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A. Course Identification

1. Credit hours:	3 Credit hours
2. Course type	
a.	University ☐ College ☐ Department ☒ Others ☐
b.	Required ☒ Elective ☐
3. Level/year at which this course is offered:	1 st Year, semester 1
4. Pre-requisites for this course (if any): Not Applicable	
5. Co-requisites for this course (if any): Not Applicable	

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom		
2	Blended		
3	E-learning	15	100%
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	7
2	Laboratory/Studio	8
3	Tutorial	
4	Others (specify)	
	Total	15

B. Course Objectives and Learning Outcomes

1. Course Description		
It is considered the graphic design basic introductory. It covers all of the information about the drawing basics and tools, graphic design history, principles and elements of graphic design. This course show student the way how to see the world around and analyze problems and come up with a creative, thoughtful, and thought-provoking design solution.		
2. Course Main Objective		
The course aims to provide students with knowledge of the relationship of aesthetics, creativity, structure and function of design through its principles. Students will explore the techniques, processes, terminology, and basic conceptual skills of a graphic designer, stressing research, concept, craftsmanship, and composition.		
3. Course Learning Outcomes		
	CLOs	Aligned PLOs
1	Knowledge and Understanding	
1.1	Define the integration of the conceptual and the technical.	K2

CLOs		Aligned PLOs
1.2	Recall critical and conceptual thinking abilities so that they can communicate any idea clearly and powerfully using different design and drawing tools.	K3
1.3	Students will reproduce and practice the use of design elements in the professional context.	K2
2	Skills :	
2.1	Reorganize graphic elements using design principle to establish the basics of the visual communication and expression.	S2
2.2	Applying concept generation step to build conceptual design.	S4
2.3	Develop familiarity with basic drawing concepts, methods, rendering techniques, color, media, and subjects	S4
3	Values:	
3.1	Interpret the space objects around in different ways and illustrate the entire world's beauty in B&W tonalities compared to colored ones.	V1
3.2	Demonstrate the artwork and present an elementary research, ideas and final projects in the best way within a preplanned time structure.	V1
3.3	Manipulate drawing and design composition and setup successful composition physically and digitally.	V3

C. Course Content

No	List of Topics	Contact Hours
1	Line drawing skills and rendering techniques	5
2	Design concept, elements and principles fundamentals	6
3	Digital Poster Design	4
Total		15

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Define the integration of the conceptual and the technical.	Discussions	Forum
1.2	Recall critical and conceptual thinking abilities so that they can communicate any idea clearly and powerfully using different design and drawing tools.	Textbox reading Online lecture View tutorials Exercise	Assignment Quiz 1 - 5 Final exam
1.3	Students will reproduce and practice the use of design elements in the professional context.	Textbox reading Online lecture View tutorials Exercise	
2.0	Skills		
2.1	Reorganize graphic elements using design principle to establish the basics	Online lecture View tutorials	Quiz 1 - 5 Assignment

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	of the visual communication and expression.	Laboratory exercise	Final exam
2.2	Applying concept generation step to build conceptual design.	Textbox reading Online lecture View tutorials Laboratory exercise	
2.3	Develop familiarity with basic drawing concepts, methods, rendering techniques, color, media, and subjects	Online lecture View tutorials Laboratory exercise	
3.0	Values		
3.1	Define the integration of the conceptual and the technical.	Online lecture Tutorials	Quiz 1 - 5 Assignment Forum Final exam
3.2	Recall critical and conceptual thinking abilities so that they can communicate any idea clearly and powerfully using different design and drawing tools.	Online lecture View tutorials Laboratory exercise	Quiz 1 - 5 Assignment Final exam
3.3	Students will reproduce and practice the use of design elements in the professional context.	Online lecture View tutorials Laboratory exercise	Quiz 1 - 5 Assignment Final exam

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quizzes	2, 3, 5, 7, 9	20%
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3	Forum	5	4%
4	Final Exam	10	70%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

- The faculty members are required to display at the front of their office a schedule dividing into lecture hours and e-office hours.
- The e-office hours are available for individual student's consultation and counselling, which is on average 30-45 minutes per course per day.
- Beside each faculty member provides counseling to their students, there are also other sources of counseling to students. These are college admission office and counsel and alumni office.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Graphic Design: The New Basics: Second Edition, Revised and Expanded, Edition 2, By: Ellen Lupton; Jennifer Cole Phillips, Publisher: Chronicle Books. Date: Jul 14, 2015.
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	How to See; How to Draw: Keys to Realistic Drawing, Claudia Nice, Library of Congress Cataloging, 2010.
Essential References Materials	• Visual Design Fundamentals: A Digital Approach, Alan Hashimoto & Mike Clayton, 3rd Edition, Course Technology PTR, 2009 • Graphic Design Solutions 5th edition by Robin Linda, Publisher: Clark Baxter, 2011. • Adobe Photoshop, Illustrator, and InDesign Collaboration and Workflow Classroom in a Book, The official training workbook from Adobe, Bart Van de Wiele, 2022 • Design Drawing, Francis D. K. Ching & Steven P. Juroszek, Wiley, 3rd Edition, 2018. • How to Draw What You See, Rudy De Reyuna, Watson-Guptill, 1996. • Masterful Color, Arlene Steinberg, Publisher: North Light Books, Pub. Date: August 19, 2011. Real World Color Management, Bruce Fraser; Chris Murphy; Fred Bunting., Peachpit Press, 2nd Edition, 2004.
Electronic Materials	http://www.technologystudent.com/designpro/drawdex.htm www.adobe.com www.color.org www.fogra.org www.colorwiki.com www.colormanagement.org www.x-rite.com
Other Learning Materials	• The Fundamentals of Graphic Design, by Gavin Ambrose; Paul Harris Publisher: AVA Publishing, Pub. Date: September 1, 2008 • Adobe Photoshop and Lightroom Classic Classroom in a Book, The official training workbook from Adobe, Adobe Press, 2022 • Understanding Color Management, The Wiley-IS&T Series in Imaging Science and Technology, 2nd Edition, 2018

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	• College maintains a very high standard of safety and security arrangements. Providing the students with a proper educational e-environment with all possible latest and essential educational equipment and Supplies: • Assure that the student's Desktop/laptop Computer supported with all its essentials required resources. For higher number of student's Bb e-sessions are used to accommodate more students at the same time.
Technology Resources (AV, data show, Smart Board, software, etc.)	• Bb and/or Zoom sessions • Adobe CC Master Collection 2022 on Student expenses • Interactive Tablet (Wacom®)
Other Resources	• High speed Internet, Wi-Fi facility

Item	Resources
(Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Teaching and assessment	Students, Coordinator, Department's Council	King Abdulaziz University's standard evaluation form. Open discussion with students and teacher
Achievement of course learning outcomes	Students	Projects, Assignments, Presentations, student's portfolio
Quality of learning resources	Students, faculty	Indirect Assessment "University surveys".

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	CIT Department Council
Reference No.	
Date	11 th October 2022



Course Specifications

Course Title:	Typographic Design
Course Code:	ACGD 103
Program:	General Associate Diploma in Digital Design
Department:	Computer and Information Technology
College:	The Applied College
Institution:	King Abdulaziz University

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A. Course Identification

1. Credit hours:	3 Credit hours
2. Course type	a. University ☐ College ☐ Department ☒ Others ☐ b. Required ☒ Elective ☐
3. Level/year at which this course is offered:	1 st Year, semester 1
4. Pre-requisites for this course (if any):	Not Applicable
5. Co-requisites for this course (if any):	Not Applicable

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom		
2	Blended		
3	E-learning	15	100%
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	7
2	Laboratory/Studio	8
3	Tutorial	
4	Others (specify)	
	Total	15

B. Course Objectives and Learning Outcomes

1. Course Description

This course is a lab course introducing the art of digital and graphic design. It is the visual realization of a most basic element of visual design communication. The history of typographic forms, principles of composition, and the expressive potential of type will be explored through readings, research, workshops, and projects. Design challenges will be approached through exploration, experimentation, selection, critique and refinement of a letterforms. It serves as a powerful tool that use of letterforms and words, and intern formulate a typographic syntax that will be applicable on different industry standards.

2. Course Main Objective

This course is designed to familiarize students with formal attributes including vocabulary and conventions of type in conjunction with studio/lab work that encourages critical thought and formal experimentation. It targets to explore letterforms in both theoretical and practical aspects.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Describe typographic fundamentals, typefaces and type generations and typefaces anatomy.	K1
1.2	Recognize the difference between type, typefaces and fonts, typefaces style, type classifications.	K1,2
1.3	List characteristics of the various families of typefaces.	K1
2	Skills:	
2.1	Differentiate the anatomical aspects between different typefaces	S3, S4
2.2	Develop an art piece using an appropriate typographic metrics using digital means.	S4
2.3	Create graphic design pieces that show your ease and familiarity of typography in graphic design.	S4
2.4	Analyze and critique your creative work and the work of others.	S4
3	Values:	
3.1	Demonstrate the artwork and how to present his research, ideas and final projects in the best way within a time preplanned structure.	V1
3.2	Show a final typographic portfolio presenting the personal work progression	V3

C. Course Content (Up to 9 topics)

No	List of Topics	Contact Hours
1	Introduction to typography	5
2	Setting Type	5
3	Type in Practice	5
Total		15

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge		
1.1	Describe typographic fundamentals, typefaces and type generations and typefaces anatomy.	Discussions Textbox reading	Forum Final exam
1.2	Recognize the difference between type, typefaces and fonts, typefaces style, type classifications.	Textbox reading Online lecture Exercise	Quiz 1 - 5 Assignment
1.3	List characteristics of the various families of typefaces.	Textbox reading Online lecture View tutorials Exercise	Forum Quiz 1 - 5 Assignment Final exam
2.0	Skills:		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
2.1	Differentiate the anatomical aspects between different typefaces	Textbox reading Online lecture View tutorials Exercise	Forum Quiz 1 - 5 Assignment Final exam.
2.2	Develop an art piece using an appropriate typographic metrics using digital means.		
2.3	Create graphic design pieces that show your ease and familiarity of typography in graphic design.		
2.4	Analyze and critique your creative work and the work of others.		
3.0	Values:		
3.1	Demonstrate the artwork and how to present his research, ideas and final projects in the best way within a time preplanned structure.	Online lecture View tutorials Exercise	Quiz 1 - 5 Assignment Final exam.
3.3	Show and critic a final typographic portfolio presenting the personal work progression among others	Textbox reading Online lecture View tutorials Exercise	

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quizzes	2, 3, 5, 7, 9	20%
2	Assignment	4	6%
3	Forum	5	4%
4	Final Exam	10	70%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

- The faculty members are required to display at the front of their office a schedule dividing into lecture hours and e-office hours.
- The e-office hours are available for individual student's consultation and counselling, which is on average 30-45 minutes per course per day.
- Beside each faculty member provides counseling to their students, there are also other sources of counseling to students. These are college admission office and counsel and alumni office.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Thinking with Type , Ellen Lupton ISBN Number: 9781568989693, 2010 . The Visual History of Type , Laurence King Publishing, 2017, 978-1780679761
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	Designing with Type , 5th Edition: The Essential Guide to Typography, James Craig, Watson-Guptill Publications Inc., U.S.; 5th ed. Edition, 2006, ISBN-13 : 978-0823014132.
Essential References Materials	Typography, Referenced: A Comprehensive Visual Guide to the Language , History, and Practice of Typography. ISBN-13: 978-1-592-53702-0, 2012 Basics Typography 02: Using Type , Michael Harkins, Publisher: AVA Publishing, Pub., 2018. Basics Typography 01: Virtual Typography , Matthias Hillner, Publisher: AVA Publishing, Pub. Date: June 1, 2009 Recorded Lectures Adobe Tutorials
Electronic Materials	e-Textbooks YouTube Tutorials http://www.adobe.com http://www.psprint.com http://www.besaudi.com
Other Learning Materials	Electronic Publishing, Artistic Imaging, and Digital Typography , Roger D. Hersch, - Jacques André, Heather Brown - ISBN: 978-3-540-64298-5 (Print) 978-3-540-69718-3 http://lms.kau.edu.sa

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	For higher number of student's Bb e-sessions are used to accommodate more students at the same time.
Technology Resources (AV, data show, Smart Board, software, etc.)	- Bb and/or Zoom sessions - Adobe CC Master Collection 2022 on Student expenses - Interactive Tablet (Wacom®)
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	High speed Internet, Wi-Fi facility

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Teaching and assessment	Students, Coordinator, Department's Council	King Abdulaziz University's standard evaluation form. Open discussion with students and teacher
Achievement of course learning outcomes	Students	Projects, Assignments, Presentations, student's portfolio
Quality of learning resources	Students, faculty	Indirect Assessment "University surveys".

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	CIT Department Council
Reference No.	
Date	11 th October 2022



Course Specifications

Course Title:	Photographic Studies
Course Code:	ACGD104
Program:	General Associate Diploma in Digital Design
Department:	Computer and Information Technology
College:	The Applied College
Institution:	King Abdulaziz University

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1. Learning Resources	5
2. Facilities Required	6
G. Course Quality Evaluation	6
H. Specification Approval Data	6

A. Course Identification

1. Credit hours: 3 Credit hours			
2. Course type			
a.	University ☐	College ☐	Department ☒
b.	Required ☒	Elective ☐	Others ☐
3. Level/year at which this course is offered: 1 st Year, semester 1			
4. Pre-requisites for this course (if any): Not Applicable			
5. Co-requisites for this course (if any): Not Applicable			

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom		
2	Blended		
3	E-learning	15	100%
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	7
2	Laboratory/Studio	
3	Tutorial	8
4	Others (specify)	
	Total	15

B. Course Objectives and Learning Outcomes

1. Course Description

This course prepares a student who can take a beautiful picture by studying many basics, techniques, skills, information, and advice related to photography and how to obtain a beautiful and attractive image through a professional camera or even Through the use of his personal mobile camera so that he can use that information in photography to develop himself as a professional graphic designer whose one of his primary tools is to adapt the images, he took himself into the design.

2. Course Main Objective

Develop the habit of looking closely, from a designer point of view, at the visible world around using the DSLR camera techniques and digital implementation to finally represent it in terms of aesthetics, beauty and truth.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Recognize the history of photography,	K3
1.2	Describe basic photography's terms, basics, components, modes, exposure, adjustments,	K1
1.3	Recall the studies design information and principles for photographic purposes.	K3
1.4	Reproduce different shots and effects using different exposure triangle "aperture - shutter speed – ISO", repair digital images,	K1, K3
2	Skills:	
2.1	Develop images using DSLR camera options without limitations	S1
2.2	Compose a scene using different exposure techniques like: "sharpness, lighting, aperture configuration, shutter speed, ISO sensitivity, and present the final result individually and in groups.	S1, S2
3	Values:	
3.1	Interpret digital photographic skills to create artistic photographic effects	V4
3.2	Demonstrate and discuss the captured pictures quality and the environmental impact and prepare them for printing	V2

C. Course Content (Up to 9 topics)

No	List of Topics	Contact Hours
1	Introduction to photography	2
2	Basics of photography	2
3	Types of Landscape Photography	1
4	Commercial photography	2
5	Portrait photography	1
6	Introduction to videography	2
7	Drone photography	1
8	Photo enhancement	2
9	Discuss captured images	2
Total		15

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Recognize the history of photography,	Discussions	Forum
1.2	Describe basic photography's terms, basics, components, modes, exposure, adjustments,	Online lecture View tutorials	Assignment Quiz 1 - 5 Final exam
	Recall the studies design information and principles for photographic purposes.	Online lecture View tutorials	Assignment Quiz 1 - 5 Final exam

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	Reproduce different shots and effects using different exposure triangle “aperture - shutter speed – ISO”, repair digital images,	Online lecture View tutorials	
2.0	Skills		
2.1	Develop images using DSLR camera options without limitations	Textbox reading Online lecture View tutorials Laboratory exercise	Quiz 1 - 5 Assignment Final exam
2.2	Compose a scene using different exposure techniques like: “sharpness, lighting, aperture configuration, shutter speed, ISO sensitivity, and present the final result individually and in groups.	Textbox reading Online lecture View tutorials Laboratory exercise	Quiz 1 - 5 Assignment Final exam
3.0	Values		
3.1	Interpret digital photographic skills to create artistic photographic effects	Laboratory exercise	Quiz 1 - 5 Assignment Final exam
3.2	Demonstrate and discuss the captured pictures quality and the environmental impact and prepare them for printing	Blackboard Online lecture Tutorials	Quiz 1 - 5 Assignment Forum Final exam

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quizzes	2, 3, 5, 7, 9	20%
2	Assignment	4	6%
3	Forum	5	4%
4	Final Exam	10	70%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

- The faculty members are required to display their e-office a schedule dividing into lecture hours and e-office hours.
- The e-office hours are available for individual student’s consultation and counselling, which is on average 30-45 minutes per course per day.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Basics for Better Photography , Jim Mitoki, First Edition 2014 AD - Jarir Bookstore.
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	The Art of Photography , Ahlam Al-Najdi, First Edition 2013 AD - Safir Printing Press - Riyadh - Al-Jeraisy Distribution and Printing Establishment. Adobe Photoshop Lightroom Classic Classroom in a Book , (2022 release)
Essential References Materials	Recorded Lectures Adobe Tutorials
Electronic Materials	e-Textbooks YouTube Tutorials
Other Learning Materials	lms.kau.edu.sa

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Blackboard system
Technology Resources (AV, data show, Smart Board, software, etc.)	- Personal computers for the instructor and students - Internet connection - Adobe CC applications
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Not applicable

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Teaching and assessment	Students, Coordinator	Course report form, university survey
Achievement of course learning outcomes	Students	University survey
Quality of learning resources	Students, faculty	University survey

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	CIT Department Council
Reference No.	
Date	11 th October 2022



Course Specifications

Course Title:	Motion Graphics
Course Code:	ACGD105
Program:	General Associate Diploma in Digital Design
Department:	Computer and Information Technology
College:	The Applied College
Institution:	King Abdulaziz University

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1.Learning Resources	6
2. Facilities Required	7
G. Course Quality Evaluation	7
H. Specification Approval Data	7

A. Course Identification

1. Credit hours:	3 Credit hours		
2. Course type	a. University ☐ College ☐ Department ☒ Others ☐ b. Required ☒ Elective ☐		
3. Level/year at which this course is offered:	1 st Year, semester 2		
4. Pre-requisites for this course (if any):	ACGD101		
5. Co-requisites for this course (if any):	Not Applicable		

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom		
2	Blended		
3	E-learning	15	100%
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	30
1	Lecture	7
2	Laboratory/Studio	8
3	Tutorial	
4	Others (specify)	
	Total	15

B. Course Objectives and Learning Outcomes

1. Course Description		
This course focuses on the uses and techniques of compositing and the application of transforming types, illustrations and graphics used in digital media production processes. Students will develop a theoretical and practical knowledge and understanding of the concepts and software used in creating designs for motion and titling used in multi and hypermedia production with respect to industry application.		
2. Course Main Objective		
Provide the student with theoretical and practical motion graphics background and engage him intellectually and practically with both ideas and processes. On the other hand, consider appropriate and relevant practice and technical solutions for a variety of applied contexts individually and within a group.		
3. Course Learning Outcomes		
	CLOs	Aligned PLOs
1	Knowledge and Understanding	
1.1	Outline motion graphics and visual effects context, theory and contemporary issues and development	K2

CLOs		Aligned PLOs
1.2	State theoretical and practical motion graphics background	K2
1.3	Recognize the relationship between the animation, motion graphics and visual effects.	K1
2	Skills :	
2.1	Engage intellectually and practically with both ideas and processes to prepare digital still and video assets according to the standards	S4
2.2	Develop an appropriate and relevant practice and technical solutions for a variety of applied contexts using Adobe AE to finalize a short video	S1
2.3	Demonstrate and strategize critical and creative solutions within a planned timeframe	S3
2.4	Show working methods that reflect contemporary industry practice	S4
3	Values:	
3.1	Demonstrate a synthetic knowledge of the multiple core elements of digital film post-production processes specific to motion graphics production practices	V2
3.2	Demonstrate an understanding of how these processes interact with each other in the post-production pipeline analogously and digitally	V3
3.3	Develop individually and collaboratively on specific projects under the constraints of production schedules	V2, V3

C. Course Content

No	List of Topics	Contact Hours
1	Motion graphics principles, concepts and techniques	3
2	Animation, Parenting and Sequence	5
3	Complex motion graphics creation	5
4	3D space and camera nodes and light	2
Total		15

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Outline motion graphics and visual effects context, theory and contemporary issues and development	Discussions	Forum Final Exam
1.2	State theoretical and practical motion graphics background	Textbox reading Online lecture View tutorials	Forum Assignment Quiz 1 - 5 Final exam
1.3	Recognize the relationship between the animation, motion graphics and visual effects.	Textbox reading Online lecture View tutorials	Assignment Quiz 1 - 5 Final exam
2.0	Skills		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
2.1	Engage intellectually and practically with both ideas and processes to prepare digital still and video assets according to the standards	Online lecture View tutorials Laboratory exercise	Quiz 1 - 5 Assignment Forum Final exam
2.2	Develop an appropriate and relevant practice and technical solutions for a variety of applied contexts using Adobe AE to finalize a short video	Textbox reading Online lecture View tutorials Laboratory exercise	Assignment Quiz 1 - 5 Final exam
2.3	Demonstrate and strategize critical and creative solutions within a planned timeframe		
2.4	Show working methods that reflect contemporary industry practice		
3.0	Values		
3.1	Demonstrate a synthetic knowledge of the multiple core elements of digital film post-production processes specific to motion graphics production practices	Online lecture Tutorials	Quiz 1 - 5 Assignment Forum Final exam
3.2	Demonstrate an understanding of how these processes interact with each other in the post-production pipeline analogously and digitally	Textbox reading Online lecture View tutorials Laboratory exercise	Assignment Quiz 1 - 5 Final exam
3.3	Develop individually and collaboratively on specific projects under the constraints of production schedules	Online lecture View tutorials Laboratory exercise	

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quizzes	2, 3, 5, 7, 9	20%
2	Assignment	4	6%
3	Forum	5	4%
4	Final Exam	10	70%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

- The faculty members are required to display their e-office a schedule dividing into lecture hours and e-office hours.
- The e-office hours are available for individual student's consultation and counselling, which is on average 30-45 minutes per course per day.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	1. Adobe After Effects Classroom in a Book , Lisa Fridsma, Brie Gyncild, Adobe Inc., 2022.
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	2. “Design for Motion - Fundamentals and Techniques of Motion Design” , Austin Shaw, Focal Press, 2020.
Essential References Materials	• Creating Motion Graphics with After Effects, Trish, Chris Meyer, Focal Press - Elsevier, 2012. • Motion Graphics, Principles and Practices from the Ground Up, Ian Crook, Peter Beare, Bloomsbury Publishing, 2017. • Compositing Visual Effects Essentials for the Aspiring Artist, Steve Wright, Focal Press, 2011. • Motion Graphic Design - Applied History and Aesthetics, Jon Krasner, Focal Press, 2008. • “The Theory and Practice of Motion Design - Critical Perspective and Professional Practice”, R. Brian Stone & Leah Wahlin, Apple Books, 2018. • The Art and Science of Digital Compositing, Second Edition, Ron Brinkmann, Morgan Kaufmann, 2001
Electronic Materials	1. https://www.hollywoodcamerawork.com/visual-effects-for-directors.html 2. https://www.videocopilot.net
Other Learning Materials	• “Digital Compositing for Film and Video - Production Workflows and Techniques”, Steve Wright. 4th Edition, Apple Books, 2018. • “The VES Handbook of Visual Effects - Industry Standard VFX Practices and Procedures”, Jeffrey A. Okun; Susan Zwerman; Christopher McKittrick; Lisa Sepp-Wilson. Third Edition.” Apple Books, 2021. • “The Filmmaker’s Guide to Visual Effects The Art and Techniques of VFX for Directors, Producers, Editors, and Cinematographers”, Eran Dinur, Routledge, 2017 • “The VES Handbook of Visual Effects Industry Standard VFX Practices and Procedures”, Jeffrey A. Okun & Susan Zwerman & Kevin Rafferty & Scott Squires, Focal Press, 2015

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	For higher number of student’s Bb e-sessions are used to accommodate more students at the same time.
Technology Resources (AV, data show, Smart Board, software, etc.)	• Bb and/or Zoom sessions • Adobe CC Master Collection 2022 on Student expenses • Interactive Tablet (Wacom®) • Chroma Background (<i>green cloth as an alternative</i>)
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	• High speed Internet, Wi-Fi facility

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Teaching and assessment	Students, Coordinator, Department’s Council	King Abdulaziz University’s standard evaluation form. Open discussion with students and teacher

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Achievement of course learning outcomes	Students	Projects, Assignments, Presentations, student's portfolio
Quality of learning resources	Students, faculty	Indirect Assessment "University surveys".

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	CIT Department Council
Reference No.	
Date	11 th October 2022



Course Specifications

Course Title:	Animation
Course Code:	ACGD106
Program:	General Associate Diploma in Digital Design
Department:	Computer and Information Technology
College:	The Applied College
Institution:	King Abdulaziz University

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1. Learning Resources	8
2. Facilities Required	8
G. Course Quality Evaluation	9
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A. Course Identification

1. Credit hours: 3 Credit hours			
2. Course type			
a.	University ☐	College ☐	Department ☒
b.	Required ☒	Elective ☐	Others ☐
3. Level/year at which this course is offered: 1 st Year, semester 2			
4. Pre-requisites for this course (if any): ACGD102			
5. Co-requisites for this course (if any): Not Applicable			

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom		
2	Blended		
3	E-learning	15	100%
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	7
2	Laboratory/Studio	8
3	Tutorial	
4	Others (specify)	
	Total	15

B. Course Objectives and Learning Outcomes

1. Course Description

This course focuses on the art of animation (animated principles, sequences, elements, etc.) using the computer. This course also discusses the key principles and processes involved in animation, exploring the entirety of the creative process from finding and researching a concept, through the preparation and techniques used, to the execution of the work. Students will construct graphics, background graphics, color, scaling, timing, and editing. They will screen and discuss selected animated short films and videos.

2. Course Main Objective

Learn the computational methods for modeling of motions in the physical and virtual world including creating, importing and sequencing media elements to create a short-animated story. Emphasis will be on principles, conceptualization, creativity, and visual aesthetics. Ability to storyboard, light, compose, render an animated sequence, read and critically evaluate the current literature in computer animation.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Describe basic information about computer animation and compare contrast aesthetic characteristics of traditional animated film and computer animated video.	K1
1.2	Define and discuss the conceptual ideas and scripts of selected films and videos	K1
1.3	Recognize language of animation - modeling elements, animation development, materials, etc., which will be applied to 2D Modeling and animation problems	K3
2	Skills :	
2.1	Create animated sequences with the relevant BG from the development of the original concept through design to final short animated scene.	S1
2.2	Create 2D characters/props and environments that reflect the integration of graphic clarity, design principles, performance principles and theoretical constructs.	S1, S3
2.3	Develop final sequences using digital means effectively in the development of animation projects.	S1
3	Values:	
3.1	Demonstrate the ability to create quality animation performance through a creative and professional portfolio using principles of animation, drawing, design, cinematic storytelling, artistic expertise and innovation	V1
3.2	Show management skills to produce a short film, including the aspects of managing time, art direction and scheduling edit procedures	V1, V3
3.3	Employ critical thinking skills and problem-solving strategies in all dimensions of development and production with the team.	V1, V3

C. Course Content

No	List of Topics	Contact Hours
1	Animation History, overview and intro to the production	5
2	Animation Principles and techniques	4
3	2D Digital Animation Production and Project Development	6
4		
5		
6		
Total		15

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.1	Describe basic information about computer animation and compare contrast aesthetic characteristics of traditional animated film and computer animated video.	Discussions Textbox reading Online lecture	Forum Assignment Quiz 1 - 5 Final exam
1.2	Define and discuss the conceptual ideas and scripts of selected films and videos	Textbox reading Online lecture View tutorials Exercise	
1.3	Recognize language of animation - modeling elements, animation development, materials, etc., which will be applied to 2D Modeling and animation problems	Textbox reading Online lecture View tutorials Exercise	
2.0	Skills		
2.1	Create animated sequences with the relevant BG from the development of the original concept through design to final short animated scene.	Textbox reading Online lecture View tutorials Laboratory exercise	Quiz 1 - 5 Assignment Final exam
2.2	Create 2D characters/props and environments that reflect the integration of graphic clarity, design principles, performance principles and theoretical constructs.	Online lecture View tutorials Laboratory exercise	
2.3	Develop final sequences using digital means effectively in the development of animation projects.		
3.0	Values		
3.1	Demonstrate the ability to create quality animation performance through a creative and professional portfolio using principles of animation, drawing, design, cinematic storytelling, artistic expertise and innovation	Textbox reading Online lecture View tutorials Laboratory exercise	Quiz 1 - 5 Assignment Forum Final exam
3.2	Show management skills to produce a short film, including the aspects of managing time, art direction and scheduling edit procedures		Quiz 1 - 5 Assignment Final exam
3.3	Employ critical thinking skills and problem-solving strategies in all dimensions of development and production with the team.	Online lecture View tutorials Laboratory exercise	

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quizzes	2, 3, 5, 7, 9	20%
2	Assignment	4	6%

#	Assessment task*	Week Due	Percentage of Total Assessment Score
3	Forum	5	4%
4	Final Exam	10	70%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

- The faculty members are required to display at the front of their office a schedule dividing into lecture hours and e-office hours.
- The e-office hours are available for individual student's consultation and counselling, which is on average 30-45 minutes per course per day.
- Beside each faculty member provides counseling to their students, there are also other sources of counseling to students. These are college admission office and counsel and alumni office.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Computer Animation: Algorithms and Techniques , by Rick Parent, Morgan & Kaufmann, 2001
Essential References Materials	• Animation on the Web, by Sean Wagstaff, Publisher Peachpit Press, Pub. Date: May, 2000 • The Art of 3-D: Computer Animation and Imaging, 2nd Edition by Isaac Victor Kerlow • Advanced Animation & Rendering Techniques by Watt and Watt. • Computer Facial Animation by Parke and Waters. • Adobe® Animate® Professional CC Classroom in a Book, Adobe Creative Team, Adobe Press, 2022.
Electronic Materials	Film and Media Journal Animation World Magazine http://www.awn.com/animationworld http://www.adobe.com http://ww2.animationstudies.org https://edex.adobe.com/
Other Learning Materials	• The Animator's Survival Kit, Expanded Edition: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators, Richard Williams, Faber & Faber, 2009.

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	For higher number of student's Bb e-sessions are used to accommodate more students at the same time.
Technology Resources (AV, data show, Smart Board, software, etc.)	- Bb and/or Zoom sessions - Adobe CC Master Collection 2022 on Student expenses - Interactive Tablet (Wacom®)
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	High speed Internet, Wi-Fi facility

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Teaching and assessment	Students, Coordinator, Department's Council	King Abdulaziz University's standard evaluation form. Open discussion with students and teacher
Achievement of course learning outcomes	Students	Projects, Assignments, Presentations, student's portfolio
Quality of learning resources	Students, faculty	Indirect Assessment "University surveys".

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	CIT Department Council
Reference No.	
Date	11 th October 2022



Course Specifications

Course Title:	Design and Branding
Course Code:	ACGD108
Program:	General Associate Diploma in Digital Design
Department:	Computer and Information Technology
College:	The Applied College
Institution:	King Abdulaziz University

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A. Course Identification

1. Credit hours:	3 Credit hours		
2. Course type	a. University ☐ College ☐ Department ☒ Others ☐ b. Required ☒ Elective ☐		
3. Level/year at which this course is offered:	1 st Year, semester 2		
4. Pre-requisites for this course (if any):	ACGD104		
5. Co-requisites for this course (if any):	Not Applicable		

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom		
2	Blended		
3	E-learning	15	100%
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	7
2	Laboratory/Studio	8
3	Tutorial	
4	Others (specify)	
	Total	15

B. Course Objectives and Learning Outcomes

1. Course Description

This course gives an understanding of branding and visual identity system and its component parts, translating and communicating brand stories graphically. What a brand is and how a branding program operates lays some ground-work for understanding the roles and objectives of individual graphic design application, such as logo, letterhead and business card. How advertisement construct message to inform, promote, or motivate people on behalf of a brand or group. The skills, concepts and context of Illustration work as well as information designing. Exploring the strategic thinking underlying brands and look at how that strategy can drive the creative expression.

2. Course Main Objective

To cover the theory and practice of creating brand identity systems. Apply brand strategies and practice the way of creating design projects' visual identity and its graphical applications using digital means.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Define, describe and translate and communicate brand stories theoretically then graphically.	K2, K3
1.2	Outline the strategic thinking underlying brands and record at how that strategy can drive the creative expression.	K3
1.3	Record the stories and visual identification of market's visual identities and their creation stories	K2
2	Skills :	
2.1	Analyze and develop the role of visual identity within branding, with the aim to produce creative brand that matches design strategies and process within a business, social and cultural context.	S3
2.2	Reconstruct design strategies in branding new and/or reorganizing data for visual interpretation within a body of developmental work.	S1
2.3	Demonstrate professional practical skills and ability to solve problem by following instructions and illustrate the output.	S3
3	Values:	
3.1	Demonstrate the method of branding/rebranding through the presentation skills.	V4
3.2	Criticize other competitors' identities	V3
3.3	Reconstruct a weak brand for a selected company	V2

C. Course Content

No	List of Topics	Contact Hours
1	History, Identity, Information and Digitization	5
2	Corporate and Visual Identity Items	8
3	Branding Visual System	2
Total		15

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Define, describe and translate and communicate brand stories theoretically then graphically.	Discussions Textbox reading	Forum Final exam
1.2	Outline the strategic thinking underlying brands and record at how	Textbox reading Online lecture View tutorials	Assignment Quiz 1 - 5 Final exam

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	that strategy can drive the creative expression.	Exercise	
1.3	Record the stories and visual identification of market's visual identities and their creation stories		Forum Final exam
2.0	Skills		
2.1	Analyze and develop the role of visual identity within branding, with the aim to produce creative brand that matches design strategies and process within a business, social and cultural context.	Textbox reading Online lecture View tutorials Laboratory exercise	Quiz 1 - 5 Assignment Final exam
2.2	Reconstruct design strategies in branding new and/or reorganizing data for visual interpretation within a body of developmental work.	Online lecture View tutorials Laboratory exercise	
2.3	Demonstrate professional practical skills and ability to solve problem by following instructions and illustrate the output.	Textbox reading Online lecture View tutorials Exercise	Quiz 1 - 5 Assignment Forum Final exam
3.0	Values		
3.1	Demonstrate the method of branding/rebranding through the presentation skills.	Textbox reading Online lecture View tutorials Laboratory exercise	Quiz 1 – 5 Assignment Final exam
3.2	Criticize other competitors' identities	Online lecture View tutorials Laboratory exercise	Quiz 1 – 5 Assignment Forum Final exam
3.3	Reconstruct a weak brand for a selected company	Textbox reading Online lecture View tutorials Exercise	Quiz 1 – 5 Assignment Final exam

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quizzes	2, 3, 5, 7, 9	20%
2	Assignment	4	6%
3	Forum	5	4%
4	Final Exam	10	70%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

- The faculty members are required to display at the front of their office a schedule dividing into lecture hours and e-office hours.

- The e-office hours are available for individual student's consultation and counselling, which is on average 30-45 minutes per course per day.
- Beside each faculty member provides counseling to their students, there are also other sources of counseling to students. These are college admission office and counsel and alumni office.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	• Wheeler, Alina. Designing brand identity: an essential guide for the entire branding team - 3rd ed. Publisher John Wiley & Sons, Inc. ISBN 978-0-470-40142-2 • Robin, Linda. Graphic Design Solutions. 4th edition. OnWord Press April 2005. ISBN: 0-7668-7347-1
Essential References Materials	• Adobe Photoshop, Illustrator, and InDesign Collaboration and Workflow Classroom in a Book, The official training workbook from Adobe, Bart Van de Wiele, 2022 • Adobe Illustrator CC Classroom in a Book - 2022 Update, by Brian Wood, Publisher: Adobe Press, Pub.
Electronic Materials	http://www.adobe.com https://www.pinterest.com http://www.psprint.com https://edex.adobe.com
Other Learning Materials	• Adobe CC programs

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	• For higher number of student's Bb e-sessions are used to accommodate more students at the same time.
Technology Resources (AV, data show, Smart Board, software, etc.)	• Bb and/or Zoom sessions • Adobe CC Master Collection 2022 on Student expenses • Interactive Tablet (Wacom®)
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	• High speed Internet, Wi-Fi facility

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Teaching and assessment	Students, Coordinator, Department's Council	King Abdulaziz University's standard evaluation form. Open discussion with students and teacher

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Achievement of course learning outcomes	Students	Projects, Assignments, Presentations, student's portfolio
Quality of learning resources	Students, faculty	Indirect Assessment "University surveys".

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	CIT Department Council
Reference No.	
Date	11 th October 2022



Course Specifications

Course Title:	Project
Course Code:	ACGD190
Program:	General Associate Diploma in Digital Design
Department:	Computer and Information Technology
College:	The Applied College
Institution:	King Abdulaziz University

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A. Course Identification

1. Credit hours: 3 Credit hours			
2. Course type			
a.	University ☐	College ☐	Department ☒
b.	Required ☒	Elective ☐	Others ☐
3. Level/year at which this course is offered: 1 st Year, Semester 2			
4. Pre-requisites for this course (if any): ACGD103, ACGD104			
5. Co-requisites for this course (if any): Not Applicable			

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom		
2	Blended		
3	E-learning	15	100%
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	7
2	Laboratory/Studio	8
3	Tutorial	
4	Others (specify)	
	Total	15

B. Course Objectives and Learning Outcomes

1. Course Description

This is a self-directed course with a strong belief on the student's personal inventiveness and originality. During the course student will be supervised by the faculty member. Within the studied scope, student required to select any of the proposed existing company or newly established company to demonstrate his creative and design ability to promote it. Having completed this course successfully, the student will have physical proof and understanding of his ability to be distinct creative professional. The person who is able to work on their own and take a project from start to finish.

2. Course Main Objective

The goal of Final Project is to apply the concepts discussed throughout the program. Through a practical project, student will showcase to a department teachers' jury all of his creative applications. Student will prepare a project report and prepare at least a 15 minutes presentation with demonstration.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Recognize problem and create a design brief	K3
1.2	Outline technical and scientific knowledge needed	
2	Skills :	
2.1	Analyze the problem/s	S1
2.2	Design expected solution using different approaches	S1, S2
2.3	Demonstrate effective communication skills among group members/evaluators	S4
3	Values:	
3.1	Operate computer tools/devices professionally	V3
3.2	Demonstrate essential creative design skills to manage resources and production workflow	V1, V3
3.3	Produce professional Motion graphics, VFX, animation and Visual Identity	V1, V4

C. Course Content

No	List of Topics	Contact Hours
1	Project Types, Topics and Package Design	4
2	Design Research, Printing Workflow and Variables	6
3	E-Publishing Workflow and Variables	3
4	Business, Communication and Design Management	2
Total		15

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Recognize problem and Design Brief	Online lecture View tutorials Laboratory exercise	Forum
1.2	Outline technical and scientific knowledge needed	Online lecture View tutorials Laboratory exercise	Quiz 1 - 5 Assignment Forum Final exam
2.0	Skills		
2.1	Analyze the problem/s	Discussions	Quiz 1 - 5 Assignment Forum Final exam
2.2	Design expected solution using different approaches	Textbox reading Online lecture View tutorials	Quiz 1 - 5 Assignment Final exam

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
		Exercise	
2.3	Demonstrate effective communication skills among group members/evaluators	Textbox reading Online lecture View tutorials Exercise	Quiz 1 - 5 Assignment Final exam
3.0	Values		
3.1	Operate computer tools/devices professionally	Online lecture View tutorials Laboratory exercise	Quiz 1 - 5 Assignment Final exam
3.2	Demonstrate essential creative design skills to manage resources and production workflow	Textbox reading Online lecture View tutorials Laboratory exercise	
3.3	Produce professional Motion graphics, VFX, animation and Visual Identity	Online lecture View tutorials Laboratory exercise	Quiz 1 - 5 Assignment Final exam

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quizzes	2, 3, 5, 7, 9	20%
2	Assignment	4	6%
3	Forum	5	4%
4	Final Exam	10	70%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

- The faculty members are required to display at the front of their office a schedule dividing into lecture hours and e-office hours.
- The e-office hours are available for individual student's consultation and counselling, which is on average 30-45 minutes per course per day.

Beside each faculty member provides counseling to their students, there are also other sources of counseling to students. These are college admission office and counsel and alumni office.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	• Electronic Publishing, Artistic Imaging, and Digital Typography, Roger D. Hersch, - Jacques André, Heather Brown - ISBN: 978-3-540-64298-5 (Print) 978-3-540-69718-3 • A Guide to Graphic Print Production: 3rd Edition, Kaj Johansson & Peter Lundberg & Robert Ryberg & and Bokförlaget Arena, Published by John Wiley & Sons, Inc., 2011.
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	• “The Theory and Practice of Motion Design - Critical Perspective and Professional Practice”, R. Brian Stone & Leah Wahlin, Apple Books, 2018.
Essential References Materials	• Graphic Design Learn It, Do It, Katherine A. Hughes, CRC Press, 2019. • Graphic Designer’s Guide to Effective Visual Communication, Carolyn Knight, Publisher, 2005. • Adobe Photoshop, Illustrator, and InDesign Collaboration and Workflow Classroom in a Book, The official training workbook from Adobe, Bart Van de Wiele, 2022 • Graphic Design Solutions 5th edition by Robin Linda, Publisher: Clark Baxter, 2014. • Computer Animation: Algorithms and Techniques, by Rick Parent, Morgan & Kaufmann, 2001. • The Graphic Design Business Book, Tad Crawford, Allworth Press NY, 2005. • Creating Motion Graphics with After Effects, Taylor and Francis, Focal Press, Elsevier (2012). • Design for motion “fundamentals and techniques of motion design”, Austin Shaw, Focal Press, (2020). • Building Design Portfolio: Innovative Concepts for Presenting Your Work, Sara Eisenman, Rockport Publishing, 2006.
Electronic Materials	www.adobe.com www.color.org www.fogra.org www.colorwiki.com www.colormanagement.org www.x-rite.com https://justcreative.com/2008/02/25/99-graphic-design-resources
Other Learning Materials	• Graphic Design: The New Basics: Second Edition, Revised and Expanded, Edition 2, By: Ellen Lupton; Jennifer Cole Phillips, Publisher: Chronicle Books. Date: Jul 14, 2015. • Graphic Designer’s Guide to Effective Visual Communication, By: Carolyn Knight, Publisher: Rotovision. Date: May 27, 2005 • Understanding Color Management, The Wiley-IS&T Series in Imaging Science and Technology, 2nd Edition, 2018 • Animation on the Web, by <u>Sean Wagstaff</u>, Publisher Peachpit Press, Pub. Date: May, 2000

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	For higher number of student's Bb e-sessions are used to accommodate more students at the same time.
Technology Resources (AV, data show, Smart Board, software, etc.)	- Bb and/or Zoom sessions - Adobe CC Master Collection 2022 on Student expenses - Interactive Tablet (Wacom®)
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	High speed Internet, Wi-Fi facility

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Teaching and assessment	Students, Coordinator, Department's Council	King Abdulaziz University's standard evaluation form. Open discussion with students and teacher
Achievement of course learning outcomes	Students	Projects, Assignments, Presentations, student's portfolio
Quality of learning resources	Students, faculty	Indirect Assessment "University surveys".

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	CIT Department Council
Reference No.	
Date	11 th October 2022



Field Experience Specifications

Course Title:	Practical Training
Course Code:	ACGD 191
Program:	General Associate Diploma in Digital Design
Department:	Computer and Information Technology
College:	The Applied College
Institution:	King Abdulaziz University

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A. Field Experience Identification

1. Credit hours: 3 Credit hours	
2. Course type	
a.	University ☐ College ☐ Department ☒ Others ☐
b.	Required ☒ Elective ☐
3. Level/year at which this course is offered: 1 st Year, Semester 2	
3. Dates and times allocation of field experience activities.	
• Number of weeks: (9) week • Number of days: (45) day • Number of hours: (200) hour	
4. Pre-requisites for this course (if any): ACGD103, ACGD104	
5. Co-requisites for this course (if any): Not Applicable	

B. Learning Outcomes, and Training and Assessment Methods

1. Field Experience Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Recall critical and conceptual thinking procedures	K3
1.2	Describe ethic of working in organization	K1
2	Skills :	
2.1	Analyze in-depth knowledge of the field	S3
2.2	Develop different processes to create design genre using different methods and technologies.	S1
3	Values:	
3.1	Demonstrate effective communication skills	C4
3.2	Demonstrate how to make important decisions and the ability to research in Design and IT relevant field.	C2

2. Alignment of Learning Outcomes with Training Activities and Assessment Methods

Code	Learning Outcomes	Training Methods/Activities	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Recognize real work environment	Blended learning,	Reports and presentation
1.2	Describe ethic of working in organization	Collaborative learning, Discussion	
2.0	Skills		
2.1	Analyze in-depth and develop the field knowledge	Blended learning,	Reports and presentation
2.2	Evaluate problems	Collaborative learning, Discussion	

Code	Learning Outcomes	Training Methods/Activities	Assessment Methods
3.0	Values		
3.1	Demonstrate effective communication skills among team	Blended learning, Collaborative learning, Discussion	Reports and presentation
3.2	Demonstrate how to make important decisions in a creative way		

3. Field Experience Learning Outcomes Assessment

a. Students Assessment Timetable

#	Assessment task*	Assessment timing (Week)	Percentage of Total Assessment Score
1	First progress report	3	15%
2	Second progress report	6	15%
3	Organization's evaluation report	8	30%
4	Final report	9	20%
5	Final presentation	10	20%
6			

*Assessment task (i.e., Practical test, oral test, presentation, group project, essay, etc.)

b. Assessment Responsibilities

#	Category	Assessment Responsibility
1	Teaching Staff	The student must prepare reports using a word processing software like Microsoft Word. Handwriting is not acceptable at all. The student could add related figures, charts, or pictures. The student must use the assigned templates for progress reports and the final report. The use of sub-tables, sections and sub-sections bullet points and colorful formatting is recommended. Report 1 is due after 70 hours of the CO-OP duration. Report 2 is due directly after 140 hours of the CO-OP duration. The final report is due after 200 hours. All reports should be submitted to the academic advisor on their due dates. The student must prepare the final presentation using presentation software like Microsoft PowerPoint and it is due at the end of the training duration. The use of graphics, visual aids, multi and hypermedia in a well-designed format is highly recommended. The student should be able to answer the questions and discussion at the end of the presentation.
2	Field Supervisor	Professional appearance, Seeks responsibility & Demonstrates initiative s, Dependability (e.g., punctual, carries work through to completion), Accepts direction and constructive criticism, Motivation (e.g., enthusiasm, attitude towards duties), Resourcefulness (e.g., use of resources, varied approaches/ideas), Offers opinions and suggestions, Rapport with staff (e.g., co-workers, volunteers), Interaction with public (i.e., customers, end users), Adaptability (e.g., adjusts plans/actions according to the situation), Planning and organizing work schedule (e.g., time management), Judgment (e.g., common sense, problem-solving

		skills), Oral communication, Written communication, Evaluation, self- improvement, Leadership ability, Quality of work, Attendance and Punctuality, Understanding of employer's goals and operations, Applying knowledge in the work industry. At the end of the training duration, the trainer in the training body should submit a form which contains the evaluation of the trainee out of 30 degrees to the academic supervisor.
3	Others (specify)	

C. Field Experience Administration

1. Field Experience Locations

a. Field Experience Locations Requirements

Suggested Field Experience Locations	General Requirements*	Special Requirements**
Media houses, advertising agencies, publishing and printing houses, packaging factories and design support departments in private/government sectors and companies	Letter from college	
Hospitals, banks, embassies	Letter from college	
Print, graphic, media offices	Letter from college	
Colleges and deanships at the university	Letter from college	

*Ex: provides information technology ,equipment ,laboratories ,halls ,housing ,learning sources ,clinics etc.

**Ex: Criteria of the training institution or related to the specialization, such as: safety standards, dealing with patients in medical specialties, etc.

b. Decision-making procedures for identifying appropriate locations for field experience

The first stage: is the registration for the Cooperative Training Semester; the student submits an application to the College's Educational Affairs Department to join the Cooperative Training by filling out (the training registration form T1) which contains basic conditions and instructions for the student during training. The Department of Educational Affairs directs the student to the training authority after verifying that the student has passed the conditions for joining the training by using the form (Cooperative Training Opportunities Form T2) with (The student evaluation form from the training body T4). The training body receives the student and completes the form of (Cooperative Training Opportunities T2), which includes the name of the training body, branch and department. In addition, the name and address of the trainer who is responsible for training the student, as well as the extent to which that authority agrees to train the student and then return the form to the head of the scientific department in the college.

2. Supervisory Staff

a. Selection of Supervisory Staff

Selection Items	Field Supervisor	Teaching Staff
Qualifications	-	-
Selection Criteria	-	-

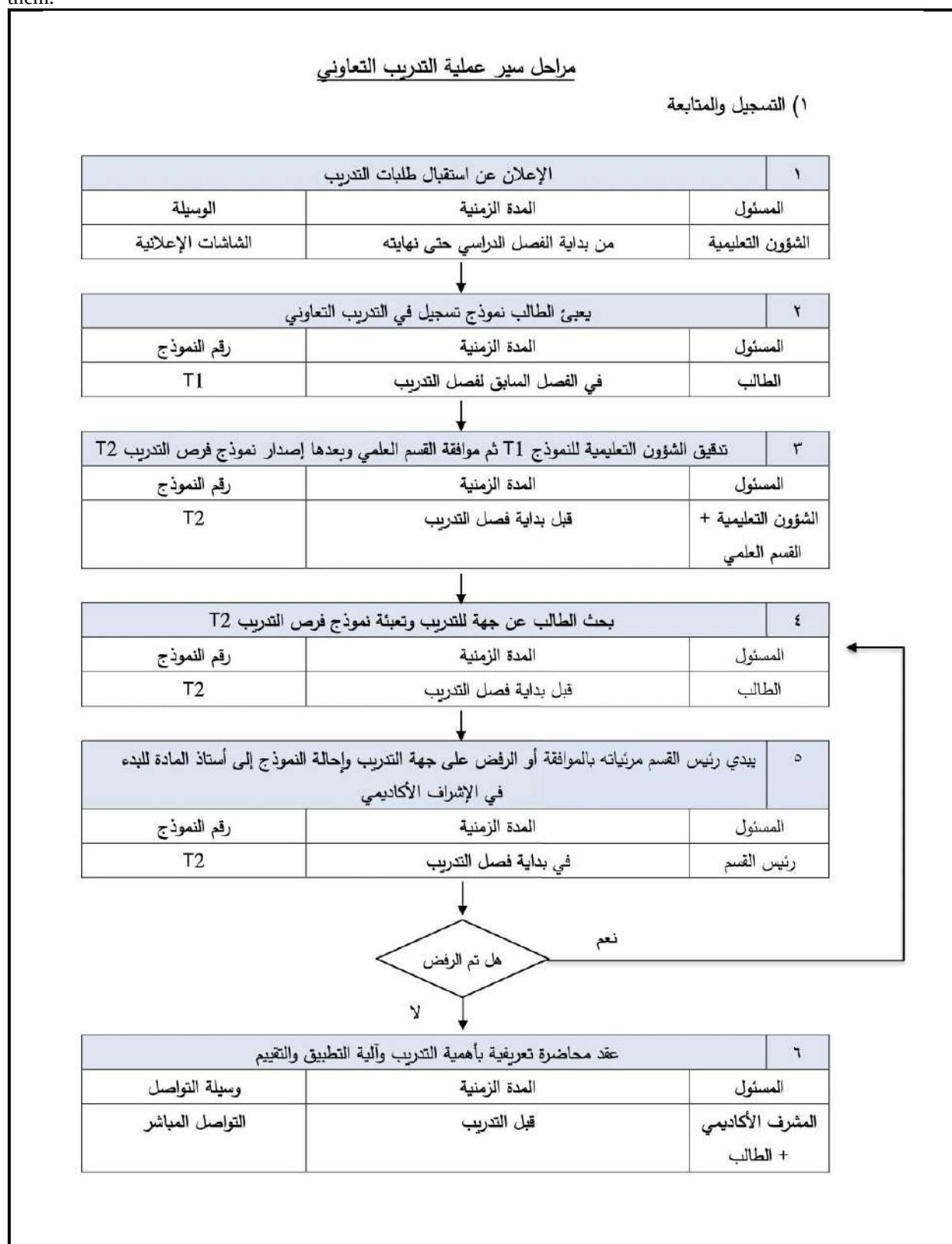
b. Qualification and Training of Supervisory Staff

(Including the procedures and activities used to qualify and train the supervisory staff on supervising operations, implementing training activities, the follow-up and evaluation of students, etc.)

3. Responsibilities

a. Field Experience Flowchart for Responsibility

including units, departments, and committees responsible for field experience, as evidenced by the relations between them.



b. Distribution of Responsibilities for Field Experience Activities

Activity	Department or College	Teaching Staff	Student	Training Organization	Field Supervisor
Selection of a field experience site		✓	✓		
Selection of supervisory staff	✓				
Provision of the required equipment	-				
Provision of learning resources		✓		✓	✓
Ensuring the safety of the site		✓		✓	✓
Commuting to and from the field experience site		✓	✓		
Provision of support and guidance		✓		✓	✓
Implementation of training activities (duties, reports, projects,			✓		
Follow up on student training activities		✓			
Adjusting attendance and leave				✓	✓
Assessment of learning outcomes		✓		✓	✓
Evaluating the quality of field experience		✓		✓	✓
Others (specify)					

4. Field Experience Implementation

a. Supervision and Follow-up Mechanism

The academic supervisor follows up the students' progress by filling out the **(Academic Advisor Evaluation Form T6)** for each student which contains the essential criteria for evaluating reports and the student presentation. After 70 training hours, the students must prepare and write the first report using the **(Student training Progress Report form and template T3)**. After 140 training hours, the students must prepare and write the second report using the same form and template T3. Both reports describe the accomplished work, the work plan for the coming period and the overall experience that the student gained. The academic supervisor evaluates reports out of 15 degrees for each report. At the end of the training duration, the students must prepare and write the final report using **(Co-op Final Report Form**

and template T5) to describe the projects that they accomplished with analysis and discussion of the results. In addition, students should provide a final presentation that explains the overall training experience. The academic supervisor evaluates the final report and presentation out of 20 degrees for each. At the end of the training duration, the trainer in the training body should submit **(CO-OP Supervisor Evaluation Form T4)** which contains the evaluation of the trainee out of 30 degrees to the academic supervisor.

b. Student Support and Guidance Activities

Cooperative training guide

5. Safety and Risk Management

Potential Risks	Safety Actions	Risk Management Procedures
Non		

G. Training Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Teaching and assessment	Students, Coordinator	Course report form, university survey
Achievement of course learning outcomes	Students	University Survey
Quality of learning resources	Students, faculty	University Survey

Evaluation areas (e.g., Effectiveness of Training and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Supervisory Staff, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

E. Specification Approval Data

Council / Committee	Computer and Information Technology
Reference No.	
Date	11 th October 2022